



Asia Pacific
Customer
Service
Consortium



Register Now
Contact Alan Poon at **APCSC**
Tel: + 852 21741428
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Certificate in Customer Service Management (CCSM)

Elevating management skills in customer care and service professionalism to ensure Customer Relationship Excellence is achieved and Customer Loyalty is strengthened

This four-day CCSM course is hosted by Asia Pacific Customer Service Consortium. The course will cover the latest and advanced topics in Customer Service (CS) Management that enable the participants to increase their awareness and knowledge of the latest development of CS in terms of technology as well as management concept, including CRM, Operations, Customer Satisfaction, Loyalty and Performance. In addition, participants will learn techniques on data preparation and presentation to management for extensive CS performance reporting and equip themselves with a comprehensive understanding of auditing techniques to ensure CS Quality Standards (CSQS) are effectively implemented.

- **January 3-6 2012 (English)**
- **November 22-25, 2011 (Mandarin)**

Featuring international facilitator:

Jason Chu- *Founding Chairman, Asia Pacific Customer Service Consortium (APCSC)*

Judging Panel and Organizing Committee Member, Customer Relationship Excellence Awards

Testimonials from APCSC past CCSM in Asia Pacific:

"The most valuable topic to me is Customer Relationship Management. Moreover, the pace of the course is perfect!! Overall, I think the entire session is quite valuable and has increased my knowledge to a great extent!"

Owais, Assistant Manager, International Liaison Middle East,
HELP International College of Technology, Malaysia

"Overall framing is good, specially for new call centre managers. The instructor was well presented. The course is recommended to customer service managers."

Mohamed Azleem, Assistant Manager,
Dhiraagu, Maldives

"The most valuable topic to me is Seven Critical Steps for Successful CRM Project. The instructor has very effective delivery style and pace."

Anand Raj, Lecturer, Hotel & Tourism School,
KDU College, Malaysia

"The CCSM training is beneficial and apt to the job and division. There is lot of new learning. The most valuable topic to me is analytical tools and the instructor is effective in sharing of knowledge and experience."

Milinda Janaka Namaratne
Assistant Co-ordinator - Contact Centre Workforce Management
Dialog Telekom Ltd., Sri Lanka

"The most valuable topic in CCSM course is Customer Service Quality Standard (CSQS). The Instructor provided effective presentation materials and teaching materials. This is a very useful lecture! Thank you."

Shirley Tang, General Manager,
Hopewell Real Estate Agency Limited, Hong Kong

"The market competition today is moving from product to service, and the competition of service industry has put more attention to customer service excellence. More and more CEO's are realizing quality customer service is the key to customer retention and cost saving, and it's not a secret that a service without satisfied (internal or external) customer will become obsolete soon. APCSC has launched the Customer Service Quality Standard (CSQS) strategically to the international business community to help organizations in developing a world class service management and checklist comprehensive to follow and implement to quickly sharpen their service organizations."

Jason Chu, Chairman of APCSC

Benefits of attending this training:

- **Develop** appropriate plans to integrate Service Center within the organization
- **Elevate** customer care and professionalism at the Service Center and exceeding customer expectations through KPI Measurement
- **Share** knowledge through Peer-to-Peer consulting opportunities and exercises to gain more insights and visions towards CS excellence
- **Improve** customer loyalty and enhancing customer satisfaction by linking performance measures to customer satisfaction
- **Provide** techniques on data preparation and presentation to management for extensive CS performance reporting
- **Understand** and **Apply** auditing techniques used in CS and contact centers and to ensure CSQS are effectively implemented
- **Achieve internationally endorsed** and recognized Certificate in CS Management, bringing higher prospect to career development

Essential Topics

- | | |
|----------------------------------|------------------------------------|
| • Service Center Analysis | • Strategic Partner to Business |
| • Quality Assurance | • World-Class Service Excellence |
| • CSQS /Site Audit | • Managing Operation Excellence |
| • Process Improvement | • Managing CRM |
| • Problem Solving | • Managing Customer Satisfaction |
| • Best-in-Class CRM Benchmarking | • Managing Technology |
| • CS Statistics and Numbers | • Managing People & Performance |
| • Knowledge Management | • Managing Finance |
| | • Managing Strategic Business Unit |

The course will be conducted in English only



Asia Pacific
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Continuing Education Fund
Reimbursable Course
approved by HK Government

Register Now

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Mr. Jason Chu is the Founding Chairman of Asia Pacific Customer Service Consortium (APCSC), the judging panel and organizing committee of the Customer Relationship Excellence Awards (CRE Awards).

Jason collaborates with industry experts and major university researchers to consult and research on key aspects of Customer Satisfaction and Loyalty. Jointly with researchers in the University of Hong Kong and the members of APCSC and HKCSC, Mr. Chu has led the consortium effort in developing the Customer Service Quality Standard (CSQS) in setting international standards and world class framework for service organizations. He is the pioneer of innovative customer service research including eSurvey on Internet Banking, Securities and Travel Services, Best-in-Class (BIC) CRM Contact Center Benchmarking in Asia Pacific, Customer Satisfaction and Aspiration Survey and other international standards in Asia, Australia and the United States.

Mr. Chu is the Industry Visionary to build a Global Certification with international bodies in the USA, Australia, China and other countries for the Customer Service and Support Industry to develop professionalism and career development for the customer service industry, recently the Certificate in Customer Service Management (CCSM), Certificate in Service Excellence Leadership (CSEL) and Certificate in Professional Customer Service (CPCS) approved under the Continuous Education Fund (CEF) under Hong Kong SAR Government.

He received his BS and MS degrees in Industrial Engineering and Operations Research from the University of California, Berkeley. He is a speaker of high demand at conferences and workshops to senior executives on developing customer focused organizations and building Customer Relationship Excellence and customer loyalty.

Jason's clients and students include but not limited to:

- ◆ Accenture
- ◆ AIG
- ◆ BUPA (Asia)
- ◆ CIMB Bank
- ◆ CLP Power
- ◆ Dhiraagu
- ◆ DHL Express
- ◆ Fuji Xerox
- ◆ HK Electric
- ◆ HSBC
- ◆ KDU College
- ◆ Motorola
- ◆ NOKIA
- ◆ Ocean Park
- ◆ PCCW
- ◆ Pos Malaysia
- ◆ P&G
- ◆ Reuters
- ◆ Rich Products
- ◆ Sime Darby
- ◆ SIRIM
- ◆ Smartone
- ◆ SONY
- ◆ SWIFT scri
- ◆ TNT Express
- ◆ Time Asia
- ◆ UCTI
- ◆ Wharf T&T
- ◆ Cathay Pacific Airways
- ◆ Chunghwa Telecom
- ◆ CITIC Ka Wah Bank
- ◆ Dao Heng Insurance
- ◆ DHL Global Forwarding
- ◆ Dialog Telekom
- ◆ Esso Malaysia Berhad
- ◆ Etiqa Insurance Berhad
- ◆ HSBC Insurance
- ◆ HELP University College
- ◆ Henderson Land
- ◆ Hong Kong Broadband
- ◆ Hong Kong CSL
- ◆ ING Life Insurance
- ◆ INTI University College
- ◆ Mead Johnson Nutrition
- ◆ Methodist College
- ◆ Octopus Cards
- ◆ Padiberas Nasional Berhad
- ◆ PLUS Expressways Berhad
- ◆ Proton Edar Sdn Bhd
- ◆ Quality HealthCare Medical Services
- ◆ Shangri-La Hotels & Resorts
- ◆ Stamford College
- ◆ Standard Chartered Bank
- ◆ Swire Coca Cola
- ◆ Taylor's University College
- ◆ Telekom Malaysia Berhad

Session One

World-Class Customer Service Center

- ◆ Understand the Contribution of the Customer Service Center
- ◆ Customer Contact Matrix
- ◆ Know how to develop a framework for creating a world-class Customer Service Excellence Organization
- ◆ Learn the different customer styles and Develop effective communication strategy and best practices
- ◆ Group Exercise and Practical Case Studies
- ◆ Supply – Demand Ratio for Services

Session Two

Customer Service Quality Standard (CSQS) and Site Audit

- ◆ Understand the Customer Service Quality Standard framework
- ◆ Conducting CSQS self assessment and apply to your service organizations
- ◆ Implementing and integrating the Balanced Scorecards System to improve performance management
- ◆ The latest Customer Relationship Excellence Best Practices when most are still learning from mistakes
- ◆ Group Exercise and Practical Case Studies

Session Three

Customer Service Center Analysis

- ◆ Best use of different quality and analysis tools
- ◆ Conduct purpose & process & analysis on customer behavior
- ◆ Different customer expectations and market competition to develop contingency matrix
- ◆ Perform Departmental goals & service processes analysis
- ◆ Improve Customer Experience and service processes map
- ◆ Group Exercise and Practical Case Studies

Session Four

Process Improvement & Problem Solving

- ◆ Business processes and workflow improvement
- ◆ Monitor your service processes
- ◆ Identify barriers and opportunities to develop best practices
- ◆ Apply various problem solving methods.
- ◆ Master effective root cause analysis and CSQS problem solving
- ◆ Group Exercise and Practical Case Studies

"I found the topic Customer Service and Quality Standard (CSQS) a very useful topic. The instructor is effective in giving detail explanation on some areas and topics."

Cathy Lee, Customer Contact Center Supervisor, DHL Express (Hong Kong) Limited

Day 2	Day 3
<p>Session Five Quality Assurance</p> <ul style="list-style-type: none"> ◆ Importance of Quality Standards ◆ QA concepts, definitions and goals ◆ Learn how to conduct a successful Mystery Shopping Survey ◆ Understand the common problems and root cause of QA ◆ Develop effective QA strategy and programs for success ◆ Group Exercise and Practical Case Studies 	<p>Session Ten Managing Operations</p> <ul style="list-style-type: none"> ◆ Difference between reactive and pro-active Service Centers ◆ Management style and impact ◆ Maximize potential in your working environment ◆ Different company culture and how to deal with them ◆ Corporate culture, SLA and SLM ◆ Staffing models and workforce management ◆ Group Exercise and Practical Case Studies
<p>Session Six Best-in-Class CRM Benchmarking</p> <ul style="list-style-type: none"> ◆ The BIC Benchmarking methodology ◆ Common misunderstandings of benchmarking ◆ Formulate a benchmarking program for your company ◆ Avoid the pitfalls of benchmarking 	<p>Session Eleven Managing Customer Satisfaction</p> <ul style="list-style-type: none"> ◆ Myths of customer satisfaction, retention and loyalty and the relationship to business results ◆ Determine Satisfaction & Performance Attributes that matters ◆ Customer Satisfaction Improvement Initiatives ◆ Develop effective customer service initiatives ◆ New model of complaint handling to improve customer relations ◆ Group Exercise and Practical Case Studies
<p>Session Seven Customer Service Statistics & Numbers</p> <ul style="list-style-type: none"> ◆ Various types of graphs and charts used to communicate customer service center data ◆ Types of customer service data that are captured for statistical purposes ◆ Various components of writing an effective reports ◆ Learn how to communicate effectively ◆ Group Exercise and Practical Case Studies 	<p>Session Twelve Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> ◆ The Return On Investment of CRM and Loyalty ◆ Concept of CRM and the challenges ◆ Measure Customer Success and Performance ◆ Develop robust CRM Stages and customer segmentation ◆ Seven critical steps for successful CRM project management ◆ Loyalty marketing programs ◆ Group Exercise and Practical Case Studies
<p>Session Eight Knowledge Management</p> <ul style="list-style-type: none"> ◆ Evolution of Knowledge Management ◆ Gain an appreciation of Knowledge Value ◆ Categorize knowledge types ◆ Relationship between information and knowledge ◆ Best practices for Developing KM and learning culture ◆ Knowledge Management Measurements ◆ Group Exercise and Practical Case Studies 	<p>Session Thirteen Managing Technology</p> <ul style="list-style-type: none"> ◆ Value proposition of CRM Technology ◆ Today's CRM and Contact Center technology ◆ Develop and Use Technology/Vendor assessment form ◆ Different criteria in selecting and managing technologies ◆ Group Exercise and Practical Case Studies
<p>Session Nine Planning Customer Satisfaction Research on Service Center</p> <p><i>“Knowledge Management is a valuable topic in this course. The instructor is effective in time management and showing good presentation skills.”</i> Rudy Hung, Assistant Property & Facility Manager, Hopewell Real Estate Agency Limited</p> <p><i>“CSKM is the most valuable topic to me in this course. Besides, the instructor is very experienced.”</i> S. T. Chow, General Manager, Hopewell Property Management Co., Ltd.</p>	<p><i>“Customer Relationship Management is the most valuable topic to me. The instructor is knowledgeable and his experience in Customer Service is the most effective to me.”</i> Safuan Idris, Senior Consultant, SIRIM Berhad, Malaysia</p> <p><i>“I found the topic Customer Relationship Management the most valuable. The most effective about the instructor is letting us to join the group discussion and presentation.”</i> Emma Cheng, Area Manager I, Hong Yip Service Co., Ltd</p>

Day 4	Who should attend
Session Fourteen Managing Security & Disaster Recovery Plan <ul style="list-style-type: none"> ◆ Managing security in a Service/ Contact Center ◆ Prepare a Business Contingency and Disaster Recovery Plan ◆ Computer security and access reports ◆ Personal data and customer privacy protection ◆ Develop and Implement a disaster recovery plan ◆ Group Exercise and Practical Case Studies 	<p>Suitable for all levels of staff from Directors to Supervisors involved with CRM, Customer Services, Sales and Marketing, Operations, Quality, HR, IT, HelpDesk. Prior knowledge of CRM and Customer Service Center is an advantage but not essential.</p>
Session Fifteen Managing People <ul style="list-style-type: none"> ◆ Learn the best practices and behavioral analysis for Contact Center recruitment ◆ Develop a hiring strategy and assess the staffing needs ◆ Develop and train your Contact Center professionals effectively ◆ Group Exercise and Practical Case Studies 	In-House Training Solutions <p>If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.</p> <p>For further details, please use the contact information given on the last page of this brochure.</p>
Session Sixteen Managing Performance <ul style="list-style-type: none"> ◆ Importance of performance management ◆ Different kinds of performance measurement ◆ Recognize and reward ◆ Most important key success factors for continuous staff motivation ◆ Monitor and coach your staff ◆ Group Exercise and Practical Case Studies 	Program Schedule Day one to four
Session Seventeen Managing Finance <ul style="list-style-type: none"> ◆ Define the cost, value and revenue of Service/Contact Center ◆ Quantify your Service/Contact Center costs ◆ Maintain an accounting system ◆ Place the value on your Service/Contact Center ◆ Develop a business model to drive revenue of your services 	<p>08:30 Registration and coffee</p> <p>09:00 Morning session commences</p> <p>10:30 Morning refreshments and networking break</p> <p>11:00 Morning session re-commences</p> <p>12:45 Networking luncheon</p> <p>14:00 Afternoon session commences</p> <p>15:45 Afternoon session refreshments & networking break</p> <p>16:15 Afternoon session re-commences</p> <p>18:00 Course concludes</p>
Session Eighteen Managing a Business Unit <ul style="list-style-type: none"> ◆ Competencies of a Contact Center Manager ◆ Good provisions for a Contact Center ◆ Communicate effectively with other departments ◆ Recognise the difference between managers and leaders ◆ Market your Service/Contact Center ◆ Leadership and Managing a Business Unit ◆ Group Exercise and Practical Case Studies 	Pre-course questionnaire: <p>To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analyzed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.</p>
<p><i>“In the CCSM course, Manage the Business Unit is the most valuable topic to me. The instructor is good at inspiring students’ thinking and mindset”</i></p> <p>Cheung Ching Yeung, Senior Area Manager, Hong Yip Service Co., Ltd</p>	<p>APCSC training courses are thoroughly researched and structured to provide intense and intimate practical training to your organisation. Our format:</p> <ul style="list-style-type: none"> ◆ Combinations of educational presentations and case studies, productive in-session assignments and participant collaboration to provide actionable learning ◆ Strictly limited numbers to allow for greater interaction and one-on-one interaction with the trainer. So register early to avoid disappointment! ◆ Detailed pre-course questionnaires to allow you to tailor the programme to address your individual concerns ◆ Hard copies of presentation materials and tools

Certificate in Customer Service Management (CCSM)

- January 3-6, 2012 (English)
 November 22-25, 2011 (Mandarin)

Course Code: CCSM4012
Course Code: CCSM4010

Sales Contract

Please complete this form immediately and fax back to

ALAN POON

Fax: +852 21741438

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____

Tel: (____) _____ Fax: _____

Nature of Business: _____

Authorisation

Signatory must be authorized to sign on behalf of contracting organization.

Name: _____

Position: _____

Signature: _____

This booking is invalid without a signature

Fees

- HKD12,000 / person

Inclusive course papers, luncheon, refreshments & service charge.

Indemnity: Should for any reason outside the control of APCSC training, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, APCSC training shall endeavour to reschedule but the client hereby indemnifies and holds APCSC training harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Hong Kong to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details, please use the contact information given above.

International Endorsement



Register Now

Contact Marketing at APCSC

Tel: +852 21741428

Fax: +852 21741438

Email: certification@apcsc.com

Date: 3rd-6th January 2012

22nd-25th November 2011

Please select which course you will attend:

- CCSM4012 (English) CCSM4010 (Mandarin)

Hotel Accommodation

Accommodation is not included in the training fee. To reserve accommodation at the training venue, please contact us at +852 21741428 (Hong Kong) to have a special discount on the accommodation.

Payment Method

Registration is confirmed ONLY upon receipt of payment.

Cheque

Crossed cheque made payable to **Asia Pacific Customer Service Consortium Ltd.**

Telegraphic Transfer

please make payment in HK\$ to the following account:

Account Holder: Asia Pacific Customer Service Consortium Ltd.

Account No: 204-0-011740

Hang Seng Bank Ltd.

No. 83, Des Voeux Road, Central, Hong Kong

Signature: _____ Date: _____

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the training coordinator at APCSC training.

Terms & Conditions

- Fees are inclusive of programme materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference training date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by APCSC (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future APCSC conference training. Thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and noncreditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that APCSC will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, APCSC decides to cancel or postpone this conference, APCSC is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by APCSC in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Client information is kept on APCSC group companies database and used by APCSC group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want APCSC to do this please tick this box []. For training and security purposes telephone calls maybe recorded.
- Important note: While every reasonable effort will be made to adhere to the advertised package, APCSC reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that APCSC permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another APCSC event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Hong Kong SAR, China and the parties submit to the exclusive jurisdiction of the Hong Kong SAR Courts in Hong Kong. However APCSC only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that APCSC charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.